

Faculty of Business

FREE PUBLIC LECTURE - TODAY



'Naming and Shaming – Making Business Accountable!'

SHAREHOLDER ACTIVIST – STEPHEN MAYNE, FOUNDER OF CRIKEY.COM BROUGHT TO YOU BY THE FACULTY OF BUSINESS.

Come and listen to Stephen Mayne discuss the importance of business for Australia and how our businesses must do better. He'll look at specific business examples such as News Corporation and Gunns Ltd. and discuss why transparency and good corporate governance are vital in today's business world.

Stephen is known to enjoy a few laughs and win and lose debates with the audience, so come along and enjoy this free public lecture as part of UTAS Open Day.

WHO SHOULD ATTEND THIS LECTURE?

Anyone wanting to discover more about ethics and corporate, social and environmental accountability in the Australian marketplace.

LAUNCESTON: Sunday 21 August
Sir Raymond Ferrall Centre
Newnham Campus
Lecture Theatre 5

HOBART: Sunday 28 August
University Centre
Sandy Bay Campus
Stanley Burbury Lecture Theatre

TIME: 12.30pm

ABOUT STEPHEN

Stephen Mayne is a Walkley Award winning business journalist with a business degree who has worked for a range of Australian newspapers. In the early 1990s he spent 18 months working as a Press Secretary in former Victorian Premier Jeff Kennett's media unit before he later appeared on Four Corners in 1997 to blow the whistle on the Premier's share dealings.

He then published the anti-Kennett website (www.jeffed.com) during the 1999 state election after his planned tilt in the Premier's seat was knocked out on a technicality. Jeffed.com, which attracted 115,000 page views within two weeks from a standing start and was more popular than the ALP's official website, was credited in some circles with contributing to Kennett's shock defeat.

Yes, that was Stephen Mayne, and after Jeff was gone and having burnt all his bridges back into the mainstream media, Stephen launched www.crikey.com.au in February 2000. Crikey was described by former Federal Opposition Leader Mark Latham as the "most popular website in Parliament House". It has reported on stories not found in the mainstream media, revealing questionable business and parliamentary practices throughout Australia. After a tumultuous five years, including the loss of his family home in a defamation battle, Stephen sold Crikey for \$1 million in 2005 but remains a regular contributor to this day.

Stephen is also Australia's best known shareholder activist and the nation's most unsuccessful candidate, having run for 40 public company boards and various other bodies that simply wouldn't have him. He claims to have the world's biggest small share portfolio – almost 700 stocks worth less than \$30,000 – that gives him a unique perspective on life as a small shareholder. He is focused on driving greater accountability and transparency across corporate Australia through shareholder activism and in May this year was elected to the board of the Australian Shareholders' Association.

Stephen is also a regular in the media having done more than 1000 interviews on ABC radio, including close to 100 on ABC Tasmania with Tim Cox. He was also recently a panellist on ABC TV's Q&A program on August 1. He publishes the corporate governance e-zine www.maynereport.com and in late 2008 was elected to Manningham City Council in Melbourne's eastern suburbs.



Sponsored by:



For more information about UTAS Open Day, contact the Uni Info Centre on 13UTAS or visit www.utas.edu.au/openday for regular updates.

Faculty of Business

COURSES AVAILABLE



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Economic Foundations (H)
Entrepreneurship (H, L)
Finance (D, H)
Hospitality Management (H, L)
Human Resource Management (H, L)
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International Business (H)
Organisational Management (CC)
Tourism Management (H, L)
Marketing (D, H, L)

Postgraduate Study

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Corporate Governance (D)
Finance (H)
Health Management (D)
Human Resource Management (H)
International Business (H)
Marketing (H)
Tourism (H)

Presentations

Launceston

11am – Faculty of Education Lecture Theatre 2

2pm – Sir Raymond Ferrall Centre Lecture Theatre 5 (after Stephen Mayne)

Hobart

11am – Uni Centre (Stanley Burbury) Lecture Theatre 2

2pm – Uni Centre (Stanley Burbury) Lecture Theatre 1 (after Stephen Mayne)

We also offer a comprehensive Honours, Masters by research and PhD program.

CC: Cradle Coast, D: Distance, H: Hobart, L: Launceston.

* Conditions apply. ** Bachelor degree not required for entry into MBA.

OPEN DAY 2011 BEYOND THE RED DOOR.

Come to our stand and talk with us about your future.
Launceston – New Gallery Hobart – Morris Miller Library
1300 363 864 www.utas.edu.au

TODAY
10am-3pm